

## Enters a new business at \$100,000 a year

**T**HE Board of Directors of a gigantic wholesale grocery had gathered to select a new president.

A keen, broad-minded director spoke up. "I know the man we want," and he named the president of a great National Bank.

"What!" cried one astonished director. "What does a banker know about our business?"

"This man knows more than just banking," was the answer. "Banking, like wholesaling, is only one phase of business. This man is not limited to any one field. He knows all the departments of business—finance, economics, organization, selling, accounting." They discussed the matter from all standpoints. Finally they agreed unanimously to get him if they could.

The banker accepted the presidency of the wholesale grocery concern at a salary of \$100,000.

In a surprisingly short time he had completely reorganized the whole concern.

New, well-planned office short cuts replaced the old, roundabout methods.

The former sluggish office force was snapped into a wide awake, powerful organization with a capacity to handle enormous business.

The inspiring success of this banker, in a business totally new to him, was the result of his broad business training. His greatness lay in his knowledge of business fundamentals. Each move, each decision he made, was backed up by a clear, intelligent grasp of the *why* and the *how* of the problems he had to solve.

The problems this man had to face were far more complicated than those listed below. Yet some of these comparatively simple problems are rocks upon which business careers are smashed. Sooner or later, you too will meet these questions. How will you answer them?

Do you know why most inexperienced promoters fail trying to raise money for a new business, and how to avoid their mistakes.....?

When you hire a man, do you know what questions to ask, and what to leave unasked in order to get a line on the applicant's character without his realizing it.....?

Can you figure how much of any particular article a retailer should order, by the number of turn-overs per year, necessary for profit in that line.....?

Do you know the vital difference to a business man between "getting a loan" and "discounting his note," and when each is necessary.....?

What are the six things a business man should watch for and satisfy himself on before he signs his name to a business paper.....?

Can you analyze the market of a proposition so as to tell accurately whether it will be cheaper to sell direct by mail, or through usual trade channels.....?

### The knowledge that carries men through

You cannot give any one answer to these broad questions. Circumstances vary. But the big underlying principles always remain the same. It is the knowledge of the basic principles that carries men through to success.

This broad grasp of the fundamental principles of business and the application of them to the individual case the Alexander Hamilton Institute is giving to more than 40,000 business men today.

The Modern Business Course and Service of the Alexander Hamilton Institute gives you a logical foundation on which to build your future business knowledge and experience. All departments of business are covered and presented to you in interesting, practical form.

### The kind of men enrolled

Presidents of big corporations are often enrolled for the Modern Business Course and Service of the Alexander Hamilton Institute, along with ambitious young clerks in their employ. Among the subscribers are such men as: Alfred I. DuPont, of the DuPont Powder Company, capitalized at \$120,000,000; Melville W. Mix, President of the Dodge Mfg. Co., a \$1,500,000 corporation; Geo. M. Verity, President of the American Rolling Mills, a \$5,000,000 corporation; Wm. H. Ingersoll, Marketing Manager of the biggest watch company in the world; N. A. Hawkins, General Sales Manager of the Ford

Motor Car Co.—and scores of other equally prominent men.

### Advisory Council

Business and educational authority of the highest standing is represented in the Advisory Council of the Alexander Hamilton Institute. This Council includes Frank A. Vanderlip, President of the National City Bank; Judge E. H. Gary, head of the U. S. Steel Corporation; John Hays Hammond, the famous engineer; Joseph French Johnson, Dean of the New York University School of Commerce, and Jeremiah W. Jenks, the statistician and economist.

### "Forging Ahead in Business"

A careful reading of this 128-page book, "Forging Ahead in Business," copy of which we will send you free, will repay you many times over. It will help measure what you know—what you don't know, and what you should know—to make success sure. It will make you want to get the study habit. If you feel uncertain of yourself, if you long for bigger responsibilities, power, influence, money—this Course and Service will fit you to grasp the opportunities that are bound to come to those who are prepared.

**Alexander Hamilton Institute**  
368 Astor Place, New York, N. Y.

Send me "Forging Ahead in Business"—FREE

Name.....  
Business Address.....  
Business Position.....

## Have You Ceased to Study? If So, Good Night

**A** MAN named Brown and a man named Black graduated from high school and entered business in New York at the same time.

Both made rapid progress. At twenty-five each of them was drawing \$2500 a year.

"Coming men," said their friends. "If they are so far along at twenty-five, where will they be at fifty?"

Black went on. At fifty he is president of his company, with an income of \$25,000 a year.

But something happened to Brown. He never fulfilled the large promise of his youth: at fifty he had hardly advanced beyond his thirty mark.

What was it that happened to these two men, of equal education and—so far as the world could judge—equal ability?

I will tell you.

Brown became satisfied. He ceased to study: which means that he ceased to grow.

Black has told me that when he reached \$5000 a year he said to himself: "I have made a good start. Nothing can stop me if I keep my health and *keep growing*. I must study, study, study: I must be the best informed man on our business in the United States."

There is the difference. One stayed in school: one did not.

The position you attain before you are twenty-five years old is of no particular credit to you. You gained that simply on the education your parents gave you—education that cost you no sacrifice.

But the progress you make in the world *after twenty-five*—that is progress that you must make by educating yourself. It will be in proportion to the amount of study you give to your work in excess of the amount the other man gives.

Analyze any successful man and you will find these three great facts:

### He had an aim:

Lord Campbell wrote to his father, as an excuse for not coming home over the holidays: "To have any chance of success, I must be more steady than other men. I must be in chambers when they are at the theater: I must study when they are asleep: I must, above all, remain in town when they are in the country."

### He worked:

"I have worked," said Daniel Webster, "for more than twelve hours a day for fifty years."

### He studied:

Vice-President Henry Wilson was born in the direst poverty. "Want sat by my cradle," he says. "I know what it is to ask my mother for bread when she had none to give. I left home when ten years of age, and served an apprenticeship of eleven years, receiving one month's schooling each year, and at the end of eleven years of hard work a yoke of oxen and six sheep, which brought me \$84."

*Yet in those eleven years of grueling labor he found time to read and study more than one hundred books.*

Really big men check themselves up each autumn, at the beginning of each new business year.

"This year," they say to themselves, "I am going to master one new subject. I am going to pursue such and such studies, which will increase my ability and earning power."

The bigger they are the longer they keep themselves in school. Gladstone took up a new language after he had passed seventy.

Have you left school?

As a matter of fact, did you grow mentally last year at all?

What definite subject are you going to devote your evenings to this year?

"As a rule," said Disraeli, "the most successful man in life is the man who has the most information."

How much will you increase your stock of useful information in the business year that is opening *now*?

Bruce Barton, Editor.